

**From:** Justin Kim  
**To:** [Patrick @ BookMyLot](mailto:Patrick@BookMyLot)  
**Cc:** [Ray Lau](mailto:Ray.Lau@DWP.GOV); [Rena Leddy](mailto:Rena.Leddy@DWP.GOV); [Sam Woo](mailto:Sam.Woo@DWP.GOV)  
**Subject:** Re: Mobile Food Vendor Program in Fashion District  
**Date:** Friday, February 24, 2017 2:08:33 PM  
**Attachments:** [Santee and Maple Signage Breakdown.xlsx](#)

---

Patrick,

Thank you for taking the time to look at the cost estimates. I understand your concern of keeping the cost as low as possible.

First, attached is the breakdown of the number of signs and posts. On both Maple and Santee, from 9th to 12th, there are six signs on each side of the street for each block. There will be a total of four No Oversize Vehicle signs. This includes one at the beginning of the block, one at the end of the block, and two pointing outwards of the vending zone. The two with outward arrows will be on the same post as the vending zone signs. There will be two "No Oversize Vehicles - Except By Permit" Signs, pointing inwards to establish the zone. They are both generally long signs, so it may be difficult to combine them into one.

Secondly, there are a couple of reasons why the number of signs may seem high:

- 1) The general rule is to place the sign at the beginning and end of every block, and one every 150 feet.
- 2) The blue highlighted area on the map calls for consistent signage on not only cross streets going East-West, but also North-South blocks on Los Angeles and Wall.

I will take a trip out to Santee and Maple to check the current signage and posts, and get back to you on the prospects of being able to use the existing posts. I will also talk to Michael Dinh about the combination of signs he did for Wilshire. Also, please let me know if your team has decided on the potential locations of the vendors. It does not need to be concrete, but an idea would benefit me greatly.

Thank you,

Justin Kim  
Student Professional Worker  
Department of Transportation - Parking Meter Division

On Tue, Feb 21, 2017 at 4:26 PM, Patrick @ BookMyLot <[patrick@bookmylot.com](mailto:patrick@bookmylot.com)> wrote:  
Hi Justin,

One more note. You may want to collaborate with Michael Dinh. He was able to design signs for our 5858 Wilshire location that combined ALL parking requirements for both our permit and regular street parking into one sign rather than splitting them into two.

This would help us to stay within the maximum number of signs per pole allowed if there are already poles with two signs on them.

Currently I believe the signs on Maple Ave read the following:

2 Hour Parking  
Mon-Sat - 8am-6pm  
Sun - 11am - 6pm

My thoughts are to create one new sign that reads the following:

**TOP**  
No Stopping  
10am-3pm  
Fri-Sun  
Vehicles with special events permit exempt  
**BOTTOM**  
2 hour parking  
Mon-Sat - 8am-10am & 3pm-6pm  
Sunday - 3pm-6pm

I have attached an image of our signs at Wilshire and also a screen shot of the Maple Ave. Signs.

Let me know your thoughts,

Thanks!

---

Patrick Lennon | **Book My Lot, LLC**

<http://www.bookmylot.com> | p. [323.813.5687](tel:323.813.5687) | [patrick@bookmylot.com](mailto:patrick@bookmylot.com)

[@twitter](#) / [@instagram](#) / [@pinterest](#)

\*\*\*\*\*  
This is a privileged and confidential communication and is covered by the Electronic Communications Privacy Act, 18 U.S.C. 2510-2521. Any dissemination, distribution, or copying of this communication or the information contained herein is strictly prohibited as it is intended only for the use of the individual or entity named above and may contain information that is privileged, confidential, and exempt from disclosure under applicable laws.

If the reader of this message is not the intended recipient or the employee or agent responsible for delivering this electronic message to the intended recipient, you are notified that you should: (1) reply to sender; (2) destroy this communication entirely, including deletion of all associated files from all individual and network storage devices without opening and/or reading; and (3) refrain from copying or disseminating this communication by any means whatsoever.

Book My Lot provides the information contained in this email message "as is" and makes no

representations or warranties of any kind regarding its accuracy or reliability. Book My Lot disclaims all liability of any kind whatsoever arising out of your use of, or inability to use, this email message and the information contained on it.

On Tue, Feb 21, 2017 at 3:59 PM, Patrick @ BookMyLot <[patrick@bookmylot.com](mailto:patrick@bookmylot.com)> wrote:

Hi Justin,

Thank you for the hard work and for sending over this cost estimate.

At first site, the number of signs needed seem significantly high. Are you able to send a breakdown of the number of signs needed for:

1. The vending zones
2. The height limit buffer zones

And I know this is assuming we'd have to install ALL new poles, but after doing a site check myself, I was under the impression there were plenty of existing poles or street light poles that the signs could be installed on and mostly all of them currently just have 1 sign, so we wouldn't exceed the 2 sign maximum per pole. How can we confirm this?

We're really looking to keep upfront costs to an absolute minimum so we appreciate your advice on where we can save on sign & pole installations.

Thank you,

---

Patrick Lennon | **Book My Lot, LLC**

<http://www.bookmylot.com> | p. [323.813.5687](tel:323.813.5687) | [patrick@bookmylot.com](mailto:patrick@bookmylot.com)

[@twitter](#) / [@instagram](#) / [@pinterest](#)

\*\*\*\*\*

This is a privileged and confidential communication and is covered by the Electronic Communications Privacy Act, 18 U.S.C. 2510-2521. Any dissemination, distribution, or copying of this communication or the information contained herein is strictly prohibited as it is intended only for the use of the individual or entity named above and may contain information that is privileged, confidential, and exempt from disclosure under applicable laws.

If the reader of this message is not the intended recipient or the employee or agent responsible for delivering this electronic message to the intended recipient, you are notified that you should: (1) reply to sender; (2) destroy this communication entirely, including deletion of all associated files from all individual and network storage devices without opening and/or reading; and (3) refrain from copying or disseminating this communication by any means whatsoever.

Book My Lot provides the information contained in this email message "as is" and makes no representations or warranties of any kind regarding its accuracy or reliability. Book My Lot disclaims all liability of any kind whatsoever arising out of your use of, or inability to use, this email message and the information contained on it.

On Fri, Feb 17, 2017 at 6:05 PM, Justin Kim <[justin.m.kim@lacity.org](mailto:justin.m.kim@lacity.org)> wrote:

Hi Patrick,

I apologize for the delay, but I have the cost estimate for the project.  
Attached is the total estimate with additional notes.

Thanks,

Justin Kim  
Student Professional Worker  
Department of Transportation - Parking Meter Division

On Wed, Feb 8, 2017 at 12:30 PM, Book My Lot <[patrick@bookmylot.com](mailto:patrick@bookmylot.com)> wrote:

Thanks Justin!

Patrick Lennon | **Book My Lot LLC**

<http://www.bookmylot.com> | [patrick@bookmylot.com](mailto:patrick@bookmylot.com)

[@twitter](#) / [@instagram](#) / [@pinterest](#)

\*\*\*\*\*

This is a privileged and confidential communication and is covered by the Electronic Communications Privacy Act, 18 U.S.C. [2510-2521](#). Any dissemination, distribution, or copying of this communication or the information contained herein is strictly prohibited as it is intended only for the use of the individual or entity named above and may contain information that is privileged, confidential, and exempt from disclosure under applicable laws.

If the reader of this message is not the intended recipient or the employee or agent responsible for delivering this electronic message to the intended recipient, you are notified that you should: (1) reply to sender; (2) destroy this communication entirely, including deletion of all associated files from all individual and network storage devices without opening and/or reading; and (3) refrain from copying or disseminating this communication by any means whatsoever.

Book My Lot provides the information contained in this email message "as is" and makes no representations or warranties of any kind regarding its accuracy or reliability. Book My Lot disclaims all liability of any kind whatsoever arising out of your use of, or inability to use, this email message and the information contained on it.

On Feb 8, 2017, at 12:18 PM, Justin Kim <[justin.m.kim@lacity.org](mailto:justin.m.kim@lacity.org)> wrote:

Hi Patrick,

I haven't gotten the chance to check the location yet. I have tentatively scheduled that field check for Friday (2/10/17).

I will most likely be able to get you the estimate by Monday (2/13/17).

For now, I have no further questions, but I will let you know if I do.

Thanks a lot,

Justin Kim

Student Professional Worker

Department of Transportation - Parking Meter Division

On Wed, Feb 8, 2017 at 12:09 PM, Patrick @ BookMyLot

<[patrick@bookmylot.com](mailto:patrick@bookmylot.com)> wrote:

Hi Justin,

Just checking in to see how the progress is and if you have anymore questions for us.

Thanks!

---

Patrick Lennon | **Book My Lot, LLC**

<http://www.bookmylot.com> | p. [323.813.5687](tel:323.813.5687) | [patrick@bookmylot.com](mailto:patrick@bookmylot.com)

[@twitter](#) / [@instagram](#) / [@pinterest](#)

\*\*\*\*\*

This is a privileged and confidential communication and is covered by the Electronic Communications Privacy Act, 18 U.S.C. 2510-2521. Any dissemination, distribution, or copying of this communication or the information contained herein is strictly prohibited as it is intended only for the use of the individual or entity named above and may contain information that is privileged, confidential, and exempt from disclosure under applicable laws.

If the reader of this message is not the intended recipient or the employee or agent responsible for delivering this electronic message to the intended recipient, you are notified that you should: (1) reply to sender; (2) destroy this communication entirely, including deletion of all associated files from all individual and network storage devices without opening and/or reading; and (3) refrain from copying or disseminating this communication by any means whatsoever.

Book My Lot provides the information contained in this email message "as is" and makes no representations or warranties of any kind regarding its accuracy or reliability. Book My Lot disclaims all liability of any kind whatsoever arising out of your use of, or inability to use, this email message and the information contained on it.

On Mon, Feb 6, 2017 at 4:49 PM, Justin Kim  
<[justin.m.kim@lacity.org](mailto:justin.m.kim@lacity.org)> wrote:

Hi Patrick,

I'm really looking forward to working with you on this pilot project.  
To begin, I just had a couple of questions:

- 1) What are the projected hours of operation for the businesses?
- 2) How many days a week/which days will the businesses be operating?

Regards,

Justin Kim  
Student Professional Worker  
Department of Transportation - Parking Meter Division

On Mon, Feb 6, 2017 at 4:41 PM, Patrick @ BookMyLot  
<[patrick@bookmylot.com](mailto:patrick@bookmylot.com)> wrote:

Hi Ray,

That all sounds correct. Once we have a rough estimate of costs, we can finalize exact locations and number of meters at that time.

We look forward to working with you Justin and please don't hesitate to contact me with any questions. I can be reached by this email or the number in my signature line.

Thanks again Ray!

---

Patrick Lennon | **Book My Lot, LLC**

<http://www.bookmylot.com> | p.[323.813.5687](tel:323.813.5687) |  
[patrick@bookmylot.com](mailto:patrick@bookmylot.com)

[@twitter](#) / [@instagram](#) / [@pinterest](#)

\*\*\*\*\*

\*\*\*\*\*

This is a privileged and confidential communication and is covered by the Electronic Communications Privacy Act, 18 U.S.C. 2510-2521. Any dissemination, distribution, or copying of this communication or the information contained herein is strictly prohibited as it is intended only for the use of the individual or entity named above and may contain information that is privileged, confidential, and exempt from disclosure under applicable laws.

If the reader of this message is not the intended recipient or the employee or agent responsible for delivering this electronic message to the intended recipient, you are notified that you should: (1) reply to sender; (2) destroy this communication entirely, including deletion of all associated files from all individual and network storage devices without opening and/or reading; and (3) refrain from copying or disseminating this communication by any means whatsoever.

Book My Lot provides the information contained in this email message "as is" and makes no representations or warranties of any kind regarding its accuracy or reliability. Book My Lot disclaims all liability of any kind whatsoever arising out of your use of, or inability to use, this email message and the information contained on it.

On Mon, Feb 6, 2017 at 4:32 PM, Ray Lau <[ray.lau@lacity.org](mailto:ray.lau@lacity.org)> wrote:

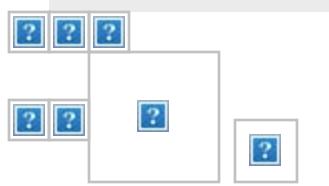
Hello Patrick,

Allow me to introduce you to Mr. Justin Kim, who has been assigned to calculate cost estimate for this pilot project, with guidance from Michael Dinh, whom you know from the Wilshire project. I had explained to Justin that the pilot called for six meter spaces on east and six on west side of Santee St from 9th St to Pico Bl. And the same thing on Maple Ave (the yellow highlight on the map). And posting of No Oversize Vehicle signage along all the contiguous cross streets to Santee St and to Maple Ave (the blue highlight on the map). Please confirm this with him. He may have additional questions for you if you don't mind. Thank you.

Justin,

Please provide the costs of this project at your earliest. And please let me / Michael know should you have any questions. Thx.





\*\*\*\*\*Confidentiality Notice\*\*\*\*\*

**Notice:** The information contained in this message is proprietary information belonging to the City of Los Angeles and/or its Proprietary Departments and is intended only for the confidential use of the addressee. If you have received this message in error, are not the addressee, an agent of the addressee, or otherwise authorized to receive this information, please delete/destroy and notify the sender immediately. Any review, dissemination, distribution or copying of the information contained in this message is strictly prohibited.

On Fri, Feb 3, 2017 at 6:56 PM, Ray Lau <[ray.lau@lacity.org](mailto:ray.lau@lacity.org)> wrote:

MD,

I had this mtg with the two gentlemen from BookMyLot and Fashion Dist BID staffs on 1/19/17. We are going to provide cost estimate for signage, markings, and MUF, similar to what they did on Wilshire Bl near the La Brea Tar Pit / Museum. Though this is in Sam's area, I am asking you to provide guidance to Justin on this coming Monday 2/6/17 since you experience with them on Wilshire Bl. I have the map of the area they are interested in. Let's get together Monday to discuss. Thanks.



\*\*\*\*\*Confidentiality Notice\*\*\*\*\*

**Notice:** The information contained in this message is proprietary information belonging to the City of Los Angeles and/or its Proprietary Departments and is intended only for the confidential use of the addressee. If you have received this message in error, are not the addressee, an agent of the addressee, or otherwise authorized to receive this information, please delete/destroy and notify the sender immediately. Any review, dissemination, distribution or copying of the information contained in this message is strictly prohibited.

----- Forwarded message -----

From: **Rena Leddy** <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>  
Date: Wed, Nov 30, 2016 at 2:37 PM

Subject: RE: Mobile Food Vendor Program in Fashion District  
To: "Patrick @ BookMyLot" <[patrick@bookmylot.com](mailto:patrick@bookmylot.com)>, Ray Lau <[ray.lau@lacity.org](mailto:ray.lau@lacity.org)>, "mehrdad.moshksar@lacity.org" <[mehrdad.moshksar@lacity.org](mailto:mehrdad.moshksar@lacity.org)>  
Cc: David Rivera <[david.rivera@lacity.org](mailto:david.rivera@lacity.org)>, Matthew Geller <[matt@socalmfva.com](mailto:matt@socalmfva.com)>, Zaki Mustafa <[zaki.mustafa@lacity.org](mailto:zaki.mustafa@lacity.org)>, Brian Gallagher <[brian.gallagher@lacity.org](mailto:brian.gallagher@lacity.org)>

Hi Ray and Mehrdad,

I hope you had a nice Thanksgiving weekend. Patrick is ready to discuss the signage layout for the Santee Alley area food truck project. We'd like to set up a meeting you both before the holidays.

Please let me know if December 6<sup>th</sup>, 8<sup>th</sup> or 9<sup>th</sup> in the early afternoon work.

Let me know what works.

Thank you,

Rena

**From:** Patrick @ BookMyLot [mailto:[patrick@bookmylot.com](mailto:patrick@bookmylot.com)]  
**Sent:** Monday, November 21, 2016 1:10 PM  
**To:** Brian Gallagher <[brian.gallagher@lacity.org](mailto:brian.gallagher@lacity.org)>  
**Cc:** Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>; David Rivera <[david.rivera@lacity.org](mailto:david.rivera@lacity.org)>; Matthew Geller <[matt@socalmfva.com](mailto:matt@socalmfva.com)>; Martin Schlageter <[martin.schlageter@lacity.org](mailto:martin.schlageter@lacity.org)>; Ari Simon <[ari.simon@lacity.org](mailto:ari.simon@lacity.org)>; Jasmine Ramos <[jasmine@fashiondistrict.org](mailto:jasmine@fashiondistrict.org)>; Zaki Mustafa <[zaki.mustafa@lacity.org](mailto:zaki.mustafa@lacity.org)>; Ray Lau <[ray.lau@lacity.org](mailto:ray.lau@lacity.org)>  
**Subject:** Re: Mobile Food Vendor Program in Fashion District

Thank you for the recommendations Brian!

Ray, are you and Mehrdad available to meet on location to discuss the signage layout for the Santee Alley Food Truck project? My company is working with the BID to draft up a preliminary cost analysis and proposal and we'll need your assistance to get an estimate for signage in order to move forward.

I am available any day after 12pm this week & next (excluding the holiday of course).

Just let me know your thoughts,

Thanks!

---

Patrick Lennon | **Book My Lot, LLC**

<http://www.bookmylot.com> | p.323.813.5687 |  
[patrick@bookmylot.com](mailto:patrick@bookmylot.com)

[@twitter](#) / [@instagram](#) / [@pinterest](#)

\*\*\*\*\*

\*\*\*\*\*

This is a privileged and confidential communication and is covered by the Electronic Communications Privacy Act, 18 U.S.C. 2510-2521. Any dissemination, distribution, or copying of this communication or the information contained herein is strictly prohibited as it is intended only for the use of the individual or entity named above and may contain information that is privileged, confidential, and exempt from disclosure under applicable laws.

If the reader of this message is not the intended recipient or the employee or agent responsible for delivering this electronic message to the intended recipient, you are notified that you should: (1) reply to sender; (2) destroy this communication entirely, including deletion of all associated files from all individual and network storage devices without opening and/or reading; and (3) refrain from copying or disseminating this communication by any means whatsoever.

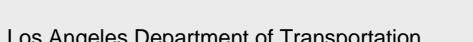
Book My Lot provides the information contained in this email message "as is" and makes no representations or warranties of any kind regarding its accuracy or reliability. Book My Lot disclaims all liability of any kind whatsoever arising out of your use of, or inability to use, this email message and the information contained on it.

On Tue, Nov 1, 2016 at 4:12 PM, Brian Gallagher  
<[brian.gallagher@lacity.org](mailto:brian.gallagher@lacity.org)> wrote:

Roy:

Since this is in your area, I need for you or Mehrdad to take the lead on it. I will be very happy to help you on the first one, as technical advisor. Since it is in a parking meter zone, Ray Lau will have to be involved too, since a Meter Usage Fee is involved.

   
**Brian Gallagher**  
Senior Transportation EngineerValley District  
Operations Division

  
Los Angeles Department of Transportation  
[818-374-4688](tel:818-374-4688) 

  
Notice: The information contained in this message is proprietary information belonging to the City of Los Angeles and/or its Proprietary Departments and is intended only for the confidential use of the addressee. If you have received this message in error, are not the addressee, an agent of the addressee, or otherwise authorized to receive this information, please delete/destroy and notify the

sender immediately. Any review, dissemination, distribution or copying of the information contained in this message is strictly prohibited.

On Thu, Oct 27, 2016 at 3:13 PM, Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)> wrote:

Hi Brian,

Patrick Lennon and Matthew Geller suggested that I email you. We are working with them to implement a special Mobile Food Vendor district similar to the one in Granada Hills and 5900 Wilshire Blvd. We have the consent of CD14 and the surrounding stakeholders. The area would be approximately, Santee Street and Maple Street from Olympic to Pico (finalized area to be determined).

We need your expertise to move forward. Do you have time to meet with Matt, Patrick and our Food Vending Committee in the next couple of weeks to go over the parking plans and layout of the proposed area?

Let me know what might work for you.

Rena

**Rena Masten Leddy**, Executive Director  
LA Fashion District  
110 E 9th Street Suite A 1175  
Los Angeles, CA 90079

tel: [213-488-1153 x 712](tel:213-488-1153x712)

fax: [213-488-5159](tel:213-488-5159)

cell: [310-600-3247](tel:310-600-3247)

[www.fashiondistrict.org](http://www.fashiondistrict.org)